­Long Term Planning GCSE Business Studies (Edexcel) 2020/21

The aims and objectives of this qualification are to enable learners to:

* know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
* apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
* develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems
* develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
* use an enquiring, critical approach to make informed judgements
* investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
* develop and apply quantitative skills relevant to business, including using and interpreting data.

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|  | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
| Year 10Business Studies | * 1.1 Enterprise and entrepreneurship
* The dynamic nature of business
* Risk and reward
* The role of business enterprise
 | * 1.2 Spotting a business opportunity
* Customer needs
* Market research
* Market segmentation
* The competitive environment
 | * 1.3 Putting a business idea into practice
* Business aims and objectives
* Business revenues, costs and profits
* Cash and cash-flow
* Sources of business finance
 | * 1.4 Making the business effective
* The options for start-up and small businesses
* The options for start-up and small businesses
* Business location
* The marketing mix
* Business plans
 | * 1.5 Understanding external influences on business
* Business stakeholders
* Technology and business
* Legislation and business
* The economy and business
* External influences
 | * 2.1 Growing the business
* Business growth
* Changes in business aims and objectives
* -Businesses and globalisation
* Ethics, the environment and business
 |
|  | Topic 1.1 | Topic 1.2 | Topic 1.3 | Topic 1.4 | Topic 1.5 | Topic 2.1 |
| Assessment objectives | All to be covered | All to be covered | All to be covered | All to be covered | All to be covered | All to be covered |
| Assessment point | End of unit exam | End of unit exam | End of unit exam | End of unit exam | End of unit exam | End of unit exam |
|  | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
| Year 11Business Studies | * 2.1 Growing the business
* Business growth
* Changes in business aims and objectives
* Ethics, the environment and business
* 2.2 Making marketing decisions
* Product
* Price
* Promotion
* Place
* Using the marketing mix to make business decisions
 | * 2.3 Making operational decisions
* Business operations
* Working with suppliers
* Managing quality
* The sales process
 | * 2.4 Making financial decisions
* Business calculations
* Understanding business performance
 | 2.5 Making human resource decisions* Organisational structures
* Effective recruitment
* Effective training and development
* Motivation
 | Exam Preparation |  |
|  | Topic 2.1Topic 2.2 | Topic 2.3 | Topic 2.4 | Topic 2.5 |  |  |
| Assessment objectives | All to be covered | All to be covered | All to be covered | All to be covered | All to be covered |  |
| Assessment point | End of unit exam | End of unit exam | End of unit exam | End of unit exam |  |  |

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| Assessment point | End of unit exam | End of unit exam | End of unit exam | End of unit exam |  |  |

**Assessment objectives and weighting**

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| AO1 | Demonstrate knowledge and understanding of business concepts and issues | 35% |
| AO2 | Apply knowledge and understanding of business concepts and issues to a variety of contexts | 35% |
| AO3 | Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions | 30% |